

# Mayo Civic Center

## 2010 Annual Report



Indigo Girls  
Presentation Hall - April 20, 2010



Garrison Keillor  
A Prairie Home Companion Live Broadcast  
Taylor Arena - January 23, 2010



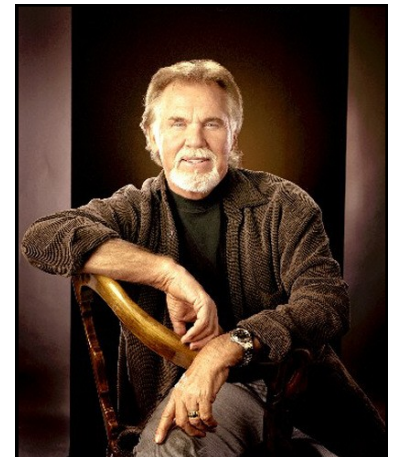
Gruesome Twosome Tour  
Rob Zombie & Alice Cooper  
Taylor Arena - May 11, 2010



Brian Regan  
Auditorium - April 25, 2010



Shinedown with Puddle of Mudd  
Auditorium - February 8, 2010



Kenny Rogers - The First 50 Years  
Auditorium - August 26, 2010

### 2010

Concerts & Entertainment	63
Conventions	35
Sporting Events	17
Corporate Events	3
Mayo Clinic Events	23
One-day Meetings & Social Events	159
Tradeshows/Public Consumer Shows	19

### 2005-2010 Revenue Comparison by Market

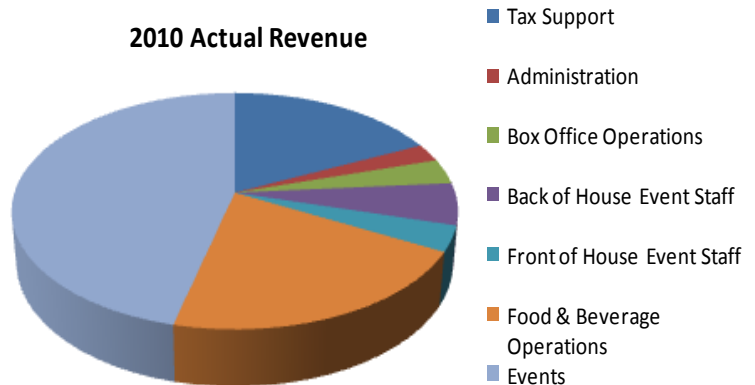
	2005	2006	2007	2008	2009	2010
Conventions	523,006	591,053	525,381	773,836	798,029	799,680
Entertainment	609,291	419,342	525,381	776,020	725,814	644,638
Mayo Clinic	378,608	286,834	307,829	310,647	420,360	438,802
Tradeshows	174,991	175,608	94,755	89,428	157,527	166,580
Sports	149,342	170,342	122,330	133,191	138,148	246,410
Social	125,718	74,826	102,053	109,283	108,571	143,576
1-Day Meetings	63,764	49,125	39,015	64,326	33,703	82,384
Corporate	44,153	36,545	33,272	55,284	37,152	28,081



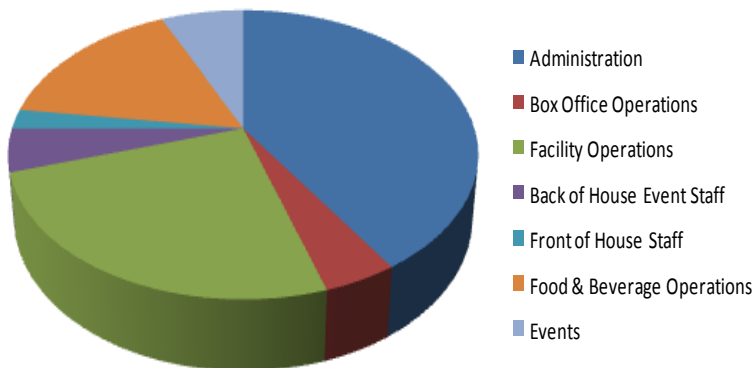
## 2010 Revenue

	Actual	Budget
Tax Support	571,026	625,327
Administration	78,151	60,521
Box Office Operations	109,339	142,650
Back of House Event Staff	183,922	185,000
Front of House Event Staff	112,405	145,000
Food & Beverage Operations	669,921	664,500
Events	1,480,839	1,714,390
<b>Total Revenue</b>	<b>3,205,603</b>	<b>3,537,388</b>

## 2010 Actual Revenue



## 2010 Actual Expense



## 2010 Expenses

	Actual	Budget
Administration	1,426,031	1,546,961
Box Office Operations	150,715	144,216
Facility Operations	873,000	839,973
Back of House Event Staff	168,564	142,204
Front of House Staff	75,714	108,240
Food & Beverage Operations	562,095	442,139
Events	234,928	288,655
<b>Total Expenses</b>	<b>3,491,047</b>	<b>3,512,388</b>

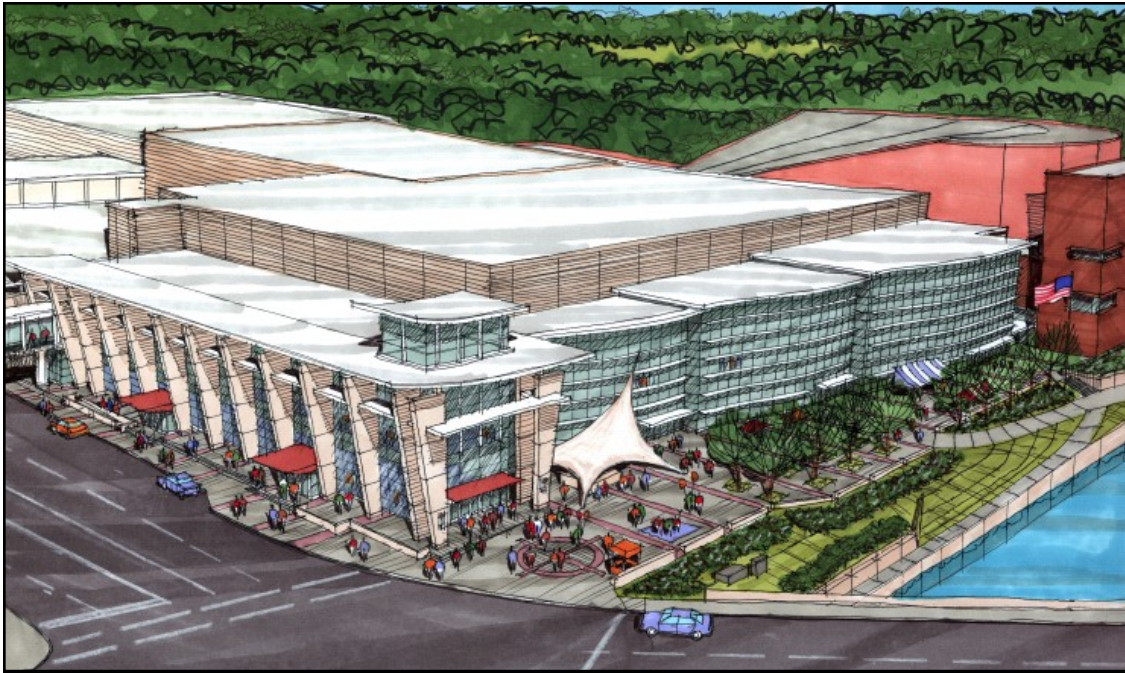


Mayo Medical School Graduation - May 2010

## 2010 Objectives

- Complete design documents for proposed expansion - complete
- Secure State bond for construction of expansion - incomplete
- Generate positive economic impact for Rochester by hosting a minimum of 1,415 events days - 1424 actual event days
- Meet quarterly with MCC Advisory Committee - complete
- Determine customer satisfaction with post-event surveys - complete
- Continue key partnerships with Mayo Clinic, Convention & Visitors Bureau, Amateur Sports Commission, Hospitality 1st, Alliance for the Arts and Rochester Arts Council - continued and ongoing
- Maintain facilities and equipment - complete
- Generate sufficient revenue to support/exceed operational expenses - revenue generated covered 83.6% of expenses





## ***Proposed Mayo Civic Center Expansion***

- ***Two story addition with promenade overlooking Zumbro River***
- ***180,000 square feet of new convention and meeting facilities***
- ***40,000 square foot Grand Ballroom - second largest in Minnesota***
- ***Two 12,000 square foot ballrooms plus six breakout rooms***
- ***Enhanced audio-visual capabilities and technology improvements throughout***
- ***Design plans completed in 2010***



Proposed 40,000 sq ft Ballroom located skyway level



Renovated Presentation Hall